

Plans and Pricing

7-day free trial. No credit card required. Setup takes minutes.

Launch \$29 per month Up to 2,000 conversations/month	Growth \$79 per month Up to 5,000 conversations/month	Scale \$199 per month Up to 12,000 conversations/month
<p>Commerce bot</p> <ul style="list-style-type: none">• Product search via natural language• Product recommendations• Catalogue sync• Cart creation and checkout links• Basic abandoned cart recovery <p>Inbox</p> <ul style="list-style-type: none">• Manual handoff• 1 team inbox• Basic conversation history <p>Setup</p> <ul style="list-style-type: none">• 1 store connection• Shopify, WooCommerce, Wix or custom API• Branded WhatsApp experience• Pre-built WhatsApp templates <p>Analytics</p> <ul style="list-style-type: none">• Basic analytics• Conversations handled• Carts created	<p>Everything in Launch, plus</p> <ul style="list-style-type: none">• Advanced cart recovery• Stock alert capture and notifications• Order and delivery update responses• 1,000 monthly broadcast sends <p>Template Studio</p> <ul style="list-style-type: none">• Personalized WhatsApp templates• Custom variables• Campaign, alert and update templates <p>Inbox</p> <ul style="list-style-type: none">• Full team inbox with chat history• Multiple team members• Human handoff with context <p>Analytics</p> <ul style="list-style-type: none">• Revenue analytics• Recovered carts• Conversion tracking• Customer interaction insights	<p>Everything in Growth, plus</p> <ul style="list-style-type: none">• 10,000 monthly broadcast sends• Broadcast campaign builder• Customer segmentation• Campaign performance analytics <p>Advanced automation</p> <ul style="list-style-type: none">• Custom recovery flows• Advanced automation rules• Priority conversation routing• Multi-store and multi-brand support <p>Analytics</p> <ul style="list-style-type: none">• Advanced customer insights• Segment performance• Revenue by campaign and automation <p>Support</p> <ul style="list-style-type: none">• Priority support• Dedicated success reviews

Usage note: AI conversation overages are \$10 per 1,000 conversations. Broadcast limits are fixed per plan. Higher broadcast capacity is handled by support.

Full Feature Comparison

Plan capabilities for GoodFirms product listing and buyer evaluation.

Feature	Launch	Growth	Scale
Commerce and AI			
Natural-language product search	Yes	Yes	Yes
AI product recommendations	Yes	Yes	Yes
Catalogue sync	Yes	Yes	Yes
Cart creation and checkout links	Yes	Yes	Yes
Order tracking responses	Yes	Yes	Yes
Product image understanding	-	Yes	Yes
Abandoned cart recovery	Basic	Advanced	Advanced
Stock alert capture and notifications	-	Yes	Yes
Order and delivery update responses	-	Yes	Yes
Inbox and handoff			
Shared team inbox	1 inbox	Full inbox	Full inbox
Conversation assignment	Basic	Yes	Yes
Human handoff	Manual	With context	With context
Full chat history for agents	-	Yes	Yes
Multiple team members	-	Yes	Yes
Priority routing	-	-	Yes
Broadcasts and campaigns			
Broadcast campaigns	-	Yes	Yes
Included broadcast sends/month	-	1,000	10,000
Customer segmentation	-	Basic	Advanced
Campaign performance analytics	-	-	Yes
Template Studio			
Pre-built WhatsApp templates	Yes	Yes	Yes
Personalized variables	-	Yes	Yes
Editable campaign, alert and update templates	-	Yes	Yes

Feature Comparison Continued

Feature	Launch	Growth	Scale
Analytics			
Basic analytics	Yes	Yes	Yes
Revenue analytics	-	Yes	Yes
Recovered cart tracking	-	Yes	Yes
Customer interaction insights	-	Yes	Yes
Advanced segmentation insights	-	-	Yes
Integrations			
Store integrations	Shopify, WooCommerce, Wix, API	Shopify, WooCommerce, Wix, API	Shopify, WooCommerce, Wix, API
Store connections included	1	1	Multi-store
Additional stores	Available as add-on	Available as add-on	Available as add-on
Support			
Standard support	Yes	Yes	Yes
Priority support	-	Yes	Yes
Dedicated success reviews	-	-	Yes
Usage			
Included AI conversations/month	2,000	5,000	12,000
Monthly price	\$29	\$79	\$199

GoodFirms Listing Summary

Product category	WhatsApp commerce platform, AI chatbot, customer support software, sales automation, shared inbox, and ecommerce messaging platform.
Best for	Ecommerce stores and businesses that receive customer enquiries through WhatsApp.
Core value	Turn WhatsApp conversations into product discovery, carts, checkouts, follow-ups, broadcasts, and measurable revenue.

Important Billing Notes

- Meta WhatsApp charges are separate from the Wozza subscription and are billed according to Meta's WhatsApp Business pricing.
- AI conversation limits are included per plan. Additional AI conversation usage is \$10 per 1,000 conversations.
- Broadcast limits are fixed per plan. Businesses needing higher broadcast capacity should contact support.
- All plans operate under the merchant's existing WhatsApp Business number and connected store catalogue.